

2009

Restaurant Ownership Made Easy: Four Fast Franchises, Exhibit Brochure

Tanya Jo Ormseth



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**UCF Rosen College of
Hospitality Management
Center for Multi-Unit
Restaurant Management**

Contact:

Dr. Christopher Muller
Rosen College of Hospitality Management
University of Central Florida
9907 Universal Blvd.
Orlando, FL 32819

For More Information on Franchising...

- Bennett, J., & Babcock, C. (2008). *Franchise times guide to selecting, buying & owning a franchise*. New York: Sterling Pub.
- *Entrepreneur magazine's Ultimate book of restaurant and food-service franchises*. (2005). Santa Monica, CA: Entrepreneur Press.
- Foster, D. L. (1989). *The complete franchise book: What you must know (and are rarely told) about buying or starting your own franchise*. Rocklin, CA: Prima Pub. and Communications.
- Parsa, H. G., & Kwansa, F. A. (2002). *Quick service restaurants, franchising, and multi-unit chain management*. New York: Haworth Hospitality Press.
- Schiller, S., & Thompson, N. (2000). *Bond's top 50 food-service franchises*. Oakland, CA: Source Book Publications.

About the Library

The Universal Orlando Foundation Library at UCF's Rosen College of Hospitality Management is devoted to the study of the hospitality and tourism industries.

The Library is located at 9907

Universal Blvd., near International Drive and the heart of central Florida's tourism area. For more information, visit the Universal Orlando Foundation Library's homepage at <http://library.ucf.edu/rosen> or call 407-903-8100.



Exhibit Designed by:

- Tanya Jo Ormseth, LTA Supervisor, Universal Orlando Foundation Library, Rosen College of Hospitality Management

Exhibit items loaned by:

- Dr. Christopher Muller, Rosen College of Hospitality Management, University of Central Florida
- Jeffery and Cheryl Longo, Franchise Owners
NYPD Pizzeria, Lake Cay, FL
- Ed Carr, General Manager
Five Guys Burgers and Fries
Dr. Phillips Marketplace

Thanks for your help!

**Universal Orlando Foundation Library
Rosen College of Hospitality Mgmt.**

University of Central Florida
9907 Universal Boulevard
Orlando, FL 32819-8701
407-903-8100

rosenlib@mail.ucf.edu
<http://library.ucf.edu/rosen>



***Restaurant Ownership
Made Easy:***

Four Fast Franchises



***On display
August 24th thru
December 14th***

**at the
Universal Orlando
Foundation Library**

The Four

We selected four of the hottest franchise concepts for comparison. Three of these, **NYPD Pizza**, **Five Guys Burgers and Fries**, and **Panera Bread**, have made *Franchise Times* magazine's 'Fast 55' list of companies experiencing speedy growth. The fourth, **uFood**, is a brand new 'healthy fast food' concept that is sure to expand nationally.

Restaurant ownership made easy

Have you ever wanted to own a restaurant but were afraid to go it alone? Buying a franchise restaurant can take a lot of the work and worry out of entrepreneurship.

Typically franchisor support includes:

- Writing your business plan
- Helping with site selection
- Financial planning
- Menu planning and pricing
- Restaurant design and layout
- Product purchasing cooperatives
- Management training off-site
- Training your staff on-site
- Help with the opening
- Marketing and advertising

Source: <http://www.franchisetimes.com/>

Four Fast Franchises



NYPD Pizza

Total Opening Cost:
\$164,000 to \$450,000
Cash liquidity:
\$200,000
Experience:
General business and
Restaurant industry
Source:
www.nypdpizzeria.com



Five Guys Burgers and Fries

Total Opening Cost:
\$200,000 to \$500,000
Cash liquidity:
\$500,000
Experience:
General business and
Food service industry
Source:
www.fiveguys.com



Panera Bread

Total Opening Cost:
\$1,010,985 to \$2,252,840
Cash liquidity:
\$3,000,000
Experience:
General business, Multi-unit
Food industry, Marketing skills
Source:
www.panerabread.com



uFood Grill

Total Opening Cost:
\$488,500 - \$647,000
Cash liquidity:
\$200,000
Experience:
General business, and Restaurant industry
Source:
www.ufoodgrill.com



Other Fast Franchises*



More Info



Little Caesars



Häagen-Dazs

*Currently franchising, see www.franchisetimes.com